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Answers to frequently asked questions.

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What is WildBlue? [Top of Page](#)

WildBlue plans to be the first to use next generation Ka band satellite technology to provide affordable broadband Internet access to virtually everyone in the Continental US. The company will offer service in U.S. and Canada in 2003, expanding to Latin America shortly thereafter. This service is likely to be especially appealing to the estimated 30 million U.S. homes that will not have a DSL or cable modem alternative when WildBlue introduces service.

Are you planning to be price competitive? What do you plan on charging for your service? [Top of Page](#)

While pricing won't be finalized until the service is introduced, we expect that WildBlue will feature an affordable flat monthly fee for unlimited broadband, always on Internet service. Pricing is expected to be competitive with DSL and cable modem service and

competitive with DSL and cable modem service and lower than satellite broadband services that use the older Ku-band CONUS beam technology. The pricing for equipment and installation is expected to be similar to those of satellite TV (DBS).

How fast is this service? How does it compare to cable modems and DSL? Does it have the capability to be faster? [Top of Page](#)

WildBlue's always-on broadband Internet connection provides speeds that are comparable to DSL and cable modem service. We will offer download speeds of up to 3.0 Mbps - 50 times faster than today's 56k dial-up speeds - and up to 0.5 Mbps upstream. Similar to cable modem service, speeds might be lower than the maximum during peak system usage, as the capacity is shared by all the active users. WildBlue's high bandwidth also opens up a window to a world of rich content that is unavailable through dial up modems.

When and where will the service be available? [Top of Page](#)

In 2003, WildBlue will launch its first satellite that will serve the continental U.S. WildBlue's second satellite will be launched shortly thereafter and will serve the U.S., Canada and Latin America.

Will WildBlue require a separate account with an Internet Service Provider (ISP)? [Top of Page](#)

No, WildBlue service includes all key ISP features like e-mail, shopping channels, instant messaging, web hosting and lots of news and information. If customers prefer, they can continue to use their current ISP with WildBlue Internet Access Service.

If I sign up for WildBlue service, can I keep my AOL account? [Top of Page](#)

Yes, you can use WildBlue for high-speed broadband Internet access and keep AOL service.

Internet access and keep AOL service.

How will WildBlue users surf the Internet and receive e-mail? [Top of Page](#)

WildBlue users will access Internet and e-mail content using standard PC/MAC-based browser and e-mail applications.

What will the installation process be like? Can I install my own dish? [Top of Page](#)

WildBlue certified professional installation specialists will quickly and efficiently install equipment and activate WildBlue's broadband service. The satellite mini-dish is about 26 inches in diameter and can be easily mounted on a roof or outside wall. A cable from the dish will connect to a satellite modem (a small box placed next to the PC), which will connect to your PC via Ethernet or a standard USB port. Installation will require trained and certified installation professionals to make sure that the dish is pointed at the satellite accurately and all connections are made properly. Self-installation will not be allowed.

Do customers have to have a phone line in addition to the satellite connection? [Top of Page](#)

No. Unlike some Internet by satellite offerings, WildBlue uses two-way high-speed wireless technology. Customers do not have to have an additional phone line, cable connection, or any other wire. WildBlue does it all!

How will you differentiate your services? [Top of Page](#)

WildBlue is differentiated from terrestrial service providers (DSL & cable modem) because it covers virtually every home in the continental US. It is differentiated from service providers using Ku band technology because the cost of providing service and the anticipated pricing is expected to be lower. It is differentiated from other Ka band satellite service

because WildBlue is expected to have the critical first mover advantage, preceding other entrants by at least one year. WildBlue is also very focused on the consumer and small business market.

Is there a market for your product? Some people predict a bandwidth glut. [Top of Page](#)

WildBlue service will be unique because it is low cost and ubiquitous - it can reach practically anywhere. One of WildBlue's biggest markets will be the estimated 32 million U.S. homes who will not have access to terrestrial broadband solutions when we roll out our service in 2003. So, even if there is a glut of bandwidth in urban areas, there will be pent up demand for affordable broadband bandwidth in low population density areas.

How reliable is this service? [Top of Page](#)

WildBlue's service should achieve over 99% reliability, comparable to satellite TV.

What is involved in the WildBlue/Echostar partnership? [Top of Page](#)

WildBlue and Echostar are working in partnership to offer consumers the first bundled satellite TV service and Ka-band satellite broadband Internet Service. WildBlue and Echostar are jointly developing a single dish and single box (combining the TV set top box with the PC modem). Beyond joint equipment, WildBlue and Echostar are working together on a single sales and installation process. The joint service and equipment is expected to be offered to millions of existing Echostar customers and sold through 23,000 current Echostar retailers. Echostar is an investor in WildBlue, owning approximately 12% of the company, with the ability to increase the stake to approximately 21% based on certain performance targets.

Will you offer other broadband services including interactive TV? [Top of Page](#)

Interactive TV : [Top of Page](#)

WildBlue's first offering will be a high-speed Internet access via satellite. WildBlue envisions a future with individuals using PCs, TVs and other Internet-enabled devices to communicate with the world in the home or at work quickly and easily. Broadband services, including interactive TV, are quickly becoming a reality. We have designed our technology to evolve and support innovation in streaming IP content, multimedia and enhanced and interactive TV.

What are your plans to offer multimedia content? [Top of Page](#)

The highly attractive demographics of broadband customers are driving significant investment in rich media content creation. WildBlue is exploring broadband content partnerships that can enhance the user's experience and satisfaction. In any event, we are confident that appealing rich content will be broadly available when WildBlue launches service in 2003.

What customers do you expect to buy your service? [Top of Page](#)

WildBlue will sell to any customer and is within sight of one of our satellites. One of WildBlue's largest customer segments will be individuals who want broadband access for either their home or office and do not have access to cable modems or DSL. They tend to live in small towns, farms and suburbs where the low population density makes it difficult for DSL or cable modem infrastructure to generate an acceptable return on investment.

What is WildBlue's marketing strategy? [Top of Page](#)

WildBlue plans a large, targeted national advertising campaign to market WildBlue's brand and availability of affordable broadband Internet service virtually everywhere. WildBlue's distribution strategy is expected to include a direct to consumer channel and retail distribution partners. Customer service will be

one of WildBlue's key priorities. Every aspect of the company, including marketing, is focused on delivering on consumer desires for fast, affordable, simple, reliable, always on and wireless two-way Internet access.

When do you plan to launch your satellites? [Top of Page](#)

The first WildBlue satellite, which is being built by Space Systems/Loral, is expected to launch in 2003, and will provide service to the U.S. and Canada in 2003. Our second satellite will be launched shortly thereafter and will serve North America and Latin America.

How many customers can you service with your current satellite licenses and plans? [Top of Page](#)

WildBlue will be able to service several million customers with its current licenses.

Who is building your satellites and what makes them unique? [Top of Page](#)

WildBlue selected Space Systems/Loral as the prime satellite contractor for construction of its first satellite. WildBlue has a contract for virtually all the Ka-band capacity on TeleSat's ANIK F2 satellite, which is being built by Hughes. We are presently evaluating proposals for the third satellite.

WildBlue's satellites are designed to lower costs and enable affordable pricing. First, the Ka band satellite spot beam design allows a large degree of frequency reuse (i.e. multiple spot beams can re-use the same frequency to transmit different data at as long as they are aimed at different parts of the country). As a result, WildBlue's Ka-band satellites should get 4 - 6 times the bandwidth capacity per dollar as a Ku-band satellite. Second, WildBlue's "bent pipe" satellite design simply re-transmits data to the ground with no on-board processing. This reduces complexity, cost and risk.

If someone has DBS satellite TV, will they need to have 2 dishes on their roof? [Top of Page](#)

No, WildBlue will be able to provide our customers a "one dish solution" for their video and high-speed Internet needs. WildBlue's 109.2-degree orbital slot is an important strategic location. It will allow WildBlue to offer our customers one WildBlue 26" dish that can physically receive both WildBlue's high-speed Internet access and either of the two U.S. satellite TV services (DirecTV® and DISH Network™).

What are your orbital locations and what does this mean? Are your locations ideal for this kind of service? [Top of Page](#)

On May 8, 1997 the FCC assigned WildBlue Ka-Band (20 to 30 GHz), fixed-satellite service (FSS) licenses at orbital locations of 73° west longitude and 109.2° west longitude. WildBlue's first phase will include the deployment of one satellite for each of these slots that will reach all of North, Central and South America. The 109.2-degree slot is an important strategic location. It will allow WildBlue to offer a "one dish solution", meaning customers can use one WildBlue 26" dish to physically receive both WildBlue's high-speed Internet access and either of the 2 U.S. satellite TV services (DirecTV® and DISH Network™). WildBlue also has FCC applications filed for Europe, and Asia, and has plans to roll out service to these geographies.

What is Ka-band and how does it compare to other options? [Top of Page](#)

Ka-band is a frequency that operates at 20 to 30 GHz. The use of Ka-band frequencies, spot beam technology and wide bandwidth transponders provides the ability to carry digital communication signals two-way, at affordable prices, similar to terrestrial alternatives such as cable modem and DSL. It allows high-speed traffic with similar quality of service as terrestrial wireline service, and often with performance and economic advantages.

NASA and the U.S. Military operate Ka-band satellites. The NASA Advanced Communications Technology Satellite (ACTS) was launched in September 1993 and located at 100° west longitude. The ACTS program has proven the effectiveness of offering two-way broadband via satellite in the Ka-band.

What are the other uses for Ka-band? [Top of Page](#)

The Ka-band can be used for other interactive broadband data applications.

Why is two-way wireless communication important to consumers? [Top of Page](#)

WildBlue's two-way capability means customers do not need an additional phone or cable line or the expense of a traditional dial-up ISP in order to receive broadband Internet access. WildBlue's wireless service provides high-speed data in both directions, upstream and downstream.

Will WildBlue work with Macintosh computers? [Top of Page](#)

Yes, WildBlue service is compatible with Macintosh computers.

Can I get WildBlue service in a mobile vehicle like an RV or truck? [Top of Page](#)

No. WildBlue service is designed for stationary locations like homes and businesses. We do not offer broadband service for mobile vehicles.

Will I be able to use a virtual private network (VPN) with WildBlue service? [Top of Page](#)

Yes. VPNs will work over the WildBlue network. However, WildBlue does not plan to support VPNs.

However, WildBlue does not plan to support VPNs officially at this time.

Will you limit heavy bandwidth users? [Top of Page](#)

Since WildBlue is a shared network, it will have a Fair Use Policy to ensure that extraordinary usage by a few customers doesn't negatively affect the normal usage of other customers. For the vast majority of users, the Fair Use Policy will have no effect on their usage. For a few very heavy bandwidth users, the system may restrict their bandwidth. WildBlue's Fair Use Policy will be well-documented and communicated to our users before they become customers.

Do I have to be a DISH Network subscriber to get WildBlue? [Top of Page](#)

No. You do not need to DISH Network or DIRECTV or any other service to get WildBlue's broadband service. However, if you choose to subscribe to both WildBlue broadband service and satellite TV, you will be able to receive both services via one WildBlue satellite dish.

Do I need a southern line of sight to receive a signal from your satellite? [Top of Page](#)

Yes. You will need a view of the southern sky to receive a signal from the WildBlue satellite.

Will your service be affected by rain fade? [Top of Page](#)

Like all wireless communication, heavy rain can have an effect on the speed of the WildBlue internet access connection. WildBlue's system copes with the rain by limiting service speeds, but maintaining the Internet connections so users can continue to send and receive data. We expect excellent service availability designed to please residential and small office Internet users.

Will your service be available in Alaska, Hawaii or outside the U.S.? [Top of Page](#)

Initially WildBlue service will be available in the 48 states in the continental U.S., beginning in 2003. Subsequently, we plan to expand service to Canada and Latin America. At present, we do not have plans to serve Alaska, Hawaii or countries outside North, South and Central America.

What is the impact of latency? Can I play real-time Internet games or make Internet phone calls on your service? [Top of Page](#)

All satellite services including WildBlue have latency or a time delay of about a quarter second as the signal travels up to the satellite and back down to the ground. The WildBlue system uses special software to offset the impact of latency, so that for most Internet applications, this latency does not affect performance in a meaningful way. However, there are some applications like voice over IP, or Internet telephony, and real-time interactive gaming, where latency will have a noticeable effect on performance over the WildBlue network.

Will a customer have a fixed IP address so they can host their own web pages on their home server? [Top of Page](#)

Standard WildBlue service packages will include a dynamic IP address. For an extra charge, a fixed IP address will be offered as a premium option.

Where will I be able to buy WildBlue service? [Top of Page](#)

When we launch our service, we expect to sell WildBlue equipment, installation and service through a variety of distribution channels including electronics superstores, office superstores, satellite TV dealers, and online merchants. You will also be able to buy

directly from WildBlue either online, through our web site, or through a toll free phone number.

Are you recruiting beta testers for your service?

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No. We are not recruiting beta testers for our service. However, you can sign up to be on our priority wait list for service when it is available on our web site at www.wildblue.com/co/index.htm

How do I sign up to be a dealer, retailer, reseller or installer for your service?

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You can sign up to be a dealer, retailer, reseller or installer on our web site at www.wildblue.com/co/index.htm

If you have any more questions, please [contact us](#).



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